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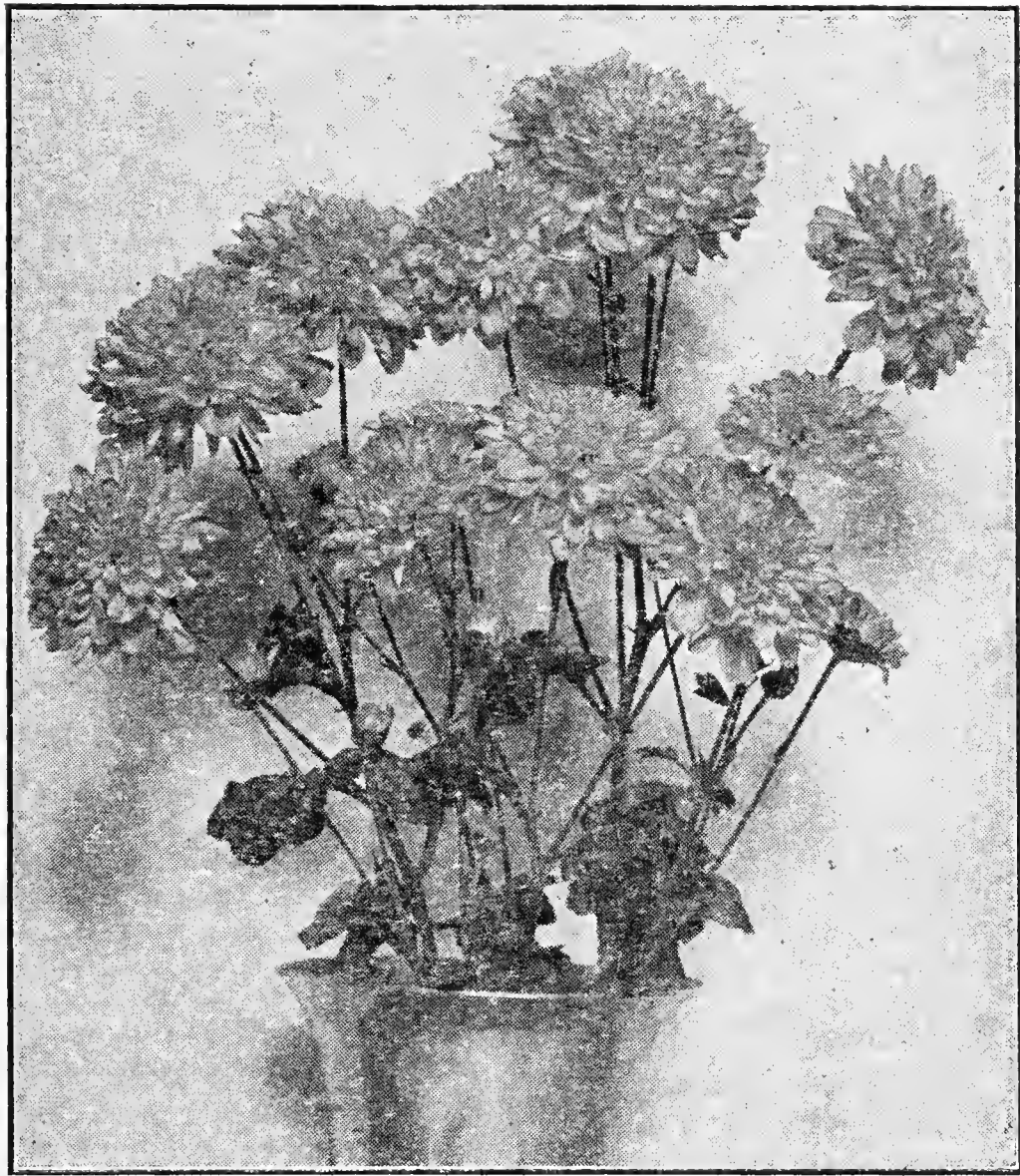
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CHRYSANTHEMUMS

FLORISTS WHOLESALE
TRADE LIST

1937



STARDUST

STAFFORD CONSERVATORIES

JOSEPH J. BRAUN, Proprietor

Stafford Springs, Connecticut

Telephone 158-2

Connecticut Route 15—On Main Highway—Boston to New York

CHRYSA N T H E M U M S

STANDARD VARIETIES

LISTED IN ORDER OF FLOWERING

WHITE

Rooted Cuttings, 60c per dozen, \$3.00 per 100, \$27.50 per 1,000, except where noted. For Plants from 2¼ inch pots add \$1.50 per 100 extra.

**Not less than 6 of one variety at doz. rate, 25 at 100 rate,
250 at 1,000 rate.**

EARLY FROST. A very early commercial white. Height 3 feet. Pure white flowers, perfect in form, and full to the center. May 15th planting matures end of September.

QUAKER MAID. Glistening white of incurved form, good stem and fine foliage. Grows 5 feet from early June planting. Best results from buds taken end of August which mature first week in October.

OCONTO. A strong grower with a sturdy stem, beautiful foliage and large incurved flower, maturing October 15th.

AMBASSADOR. A very large, closely incurved and perfectly formed white, maturing October 20th. Flowers held perfectly upright by strong stems.

SILVER SHEEN. Pure white, incurved form, maturing October 20th. Has wonderful keeping qualities. We recommend this variety to those who do not like Oconto as a second early. Select bud August 30th.

SNOW WHITE. Incurved. Maturing November 1st. Best Commercial White at this date. Very easy grower.

BETSY ROSS. A large flower of perfect incurved form, clear white in color, with excellent stem and foliage.

MONUMENT. Pure white incurved, of very perfect form producing blooms 7 inches in diameter. Matures November 10-15th. Height 4 feet. Select bud September 20th.

We will pot up early orders if desired and from June to the end of the planting season generally have around 100,000 in 2¼ inch pots for your selection.

SAVE \$5.00 PER THOUSAND

We offer Rooted Cuttings, our selection of Varieties at \$22.50 per 1000. You may select the quantity desired of color, type and blooming season. We will assure you of a good selection using only good commercial varieties.

**CERTIFICATE OF INSPECTION FOR JAPANESE BEETLE
SUPPLIED ON REQUEST.**

CHAS. RAZER. The most reliable white for early November. Bonaffan in form but larger. Good stem and foliage. Very easy grower.

WM. TURNER. Pure white, very large incurved. One of the finest of the large flowered Chrysanthemums. Also the greatest favorite for exhibition. Matures early November from buds selected August 30th. \$1.00 per doz., \$5.00 per 100, \$40.00 per 1,000.

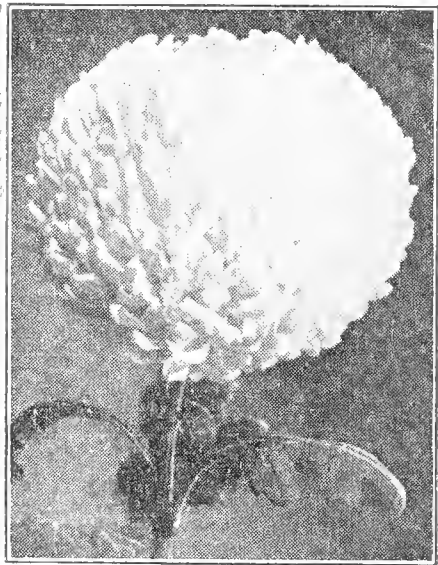
MEFO. Large creamy white, maturing November 15th to 20th. Closely incurved with lower petals irregularly reflexed. Select buds September 15th.

WHITE DISTINCTION. A pure white sport of Distinction. Identical in habits and growth to its parent. An ideal substitute for White Seidewitz.



Wm. Turner

TOM BROWN. Pure white, maturing November 20th to 30th. Blooms 8½ inches not unusual as they closely surmount the foliage upon very heavy stem. Height 4 feet.



December Glory

DEC. GLORY. Excellent commercial variety. Petals incurve throughout, forming a perfectly spherical flower 6 inches in diameter. Fine stem and foliage. Height 5 feet from June planting. Maturing December 1st.

CHATTANOOGA. Large pure white, with a good stem. Deep or high rounded flower of good substance, its lateness making it exceptionally valuable. Buds selected September 20th will mature from December on. Height 4 feet from June planting.

IMPROVED WHITE MISTLETOE. This pure white variety is a sport. The objectionable pink of the original variety is eliminated. The latest flowering Chrysanthemum.

On account of the scarcity of flowers generally prevailing during the end of December and January, late plantings of the late flowering Chrysanthemums have proved profitable, especially for the retail trade.

STANDARD VARIETIES
LISTED IN ORDER OF FLOWERING
PINK

Rooted Cuttings, 60c per doz., \$3.00 per 100, \$27.50 per 1,000, except where noted. For Plants from 2¼ inch pots add \$1.50 per 100 extra.

**Not less than 6 of one variety at doz. rate, 25 at 100 rate,
250 at 1,000 rate.**

LUSTRE. Fine lavender pink companion for Quaker Maid and Gold Lode. Matures October 10th. Bud last week in August. Height 4 feet from early June planting.

JUSTRITE. The most popular of all early Pinks. Perfectly globular in form on very strong stems. Habit of growth ideal. A good shipper. Matures October 15th from terminal bud.

REALITY. A very closely incurved variety and as its color is pink might be called Pink Bonafan. Slightly deeper in color than Chieftain with more closely incurved petals. Diameter of flower 5 to 6 inches. Good shipper. Height 4 feet. Good stem and foliage. Select bud August 5th. Matures October 20th.

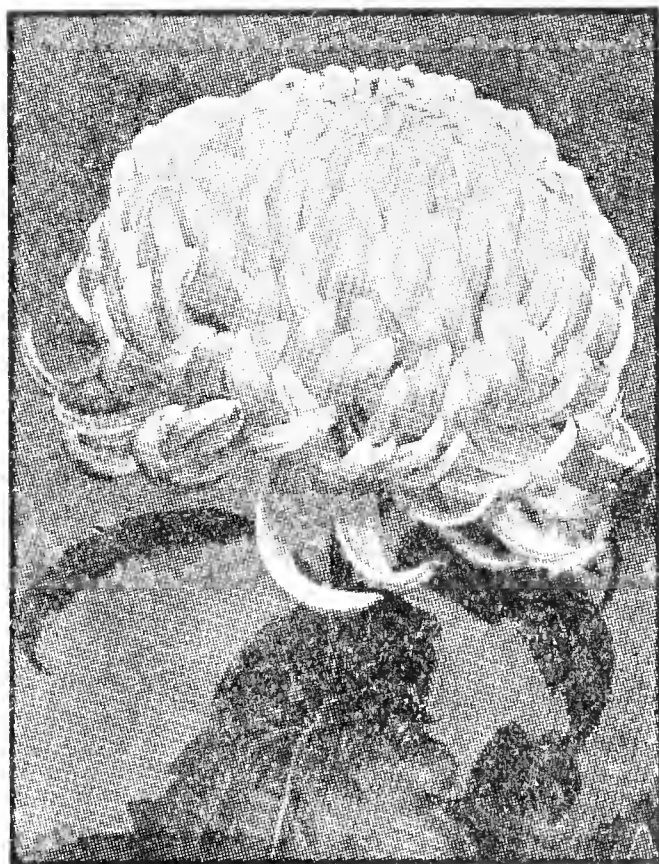
ROSE CHOCHARD. An early pink, maturing October 20th. Being of dwarf habit and a most pleasing shade, has gained favor with those who have known and grown it. Incurved type. Height 3 feet. Take bud August 15th.

OSCODA. Delicate but even shade of light pink. Closely incurved. Good firm flower 6 inches in diameter, strong stem, good shipper. Select bud September 1st, matures November 1st.

EVENING STAR. An exceptionally fine mid-season pink variety maturing November 1st. Strong growth with good stem and medium sized foliage. Select bud about September 5th. Flowers 6 inches in diameter.



Justrite



Chieftain

CHIEFTAIN. Clear pink, incurved. On the order of Major Bonaffan. Very fine mid-season pink.

PINK TURNER. (Mrs. J. Leslie Davis). A clear lavender pink sport of Turner. Matures early in November. \$1.00 per doz., \$5.00 per 100, \$40.00 per 1,000.

J. W. PRINCE. A deep pink sport of Chieftain, same easy grower maturing early November. Firm closely incurved flower.

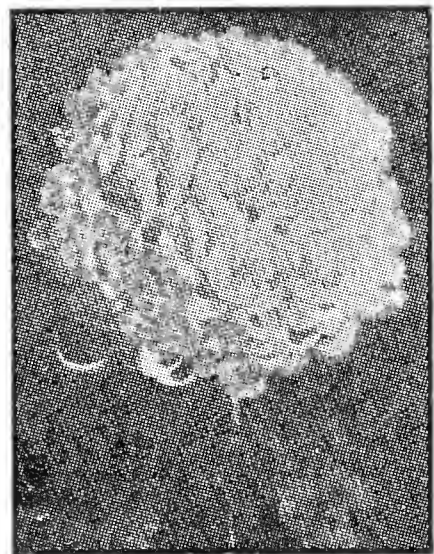
DR. ENGUEHARD. Bright rose pink. Double from either bud. While those from the late buds are somewhat smaller they are greatly improved in color. Blooms 6 inches in diameter mature November 10th. Date of bud, September 5th. Height, four feet.

DISTINCTION. A fine commercial incurved pink. Matures November 20th, and later. This variety is grown extensively in place of Pink Seidewitz.

THANKSGIVING PINK. Owing to its lateness this variety is very popular. The color is a very dark pink and extensively grown by those who desire late flowers. Blooms 7 inches in diameter mature Thanksgiving and later. Select bud September 20th. Height, four feet.

EDWIN SEIDEWITZ. One of the very best late pinks, a lighter shade than Enguehard, being inclined to grow tall and never show a tendency of going blind, late planting is to be recommended. Maturing end of November.

PINK MISTLETOE. A pink sport from Mistletoe. Best of buds September 30th to October 15th. May be had for Christmas and after by planting the end of July or first of August.



Pink Mistletoe

STANDARD VARIETIES

LISTED IN ORDER OF FLOWERING

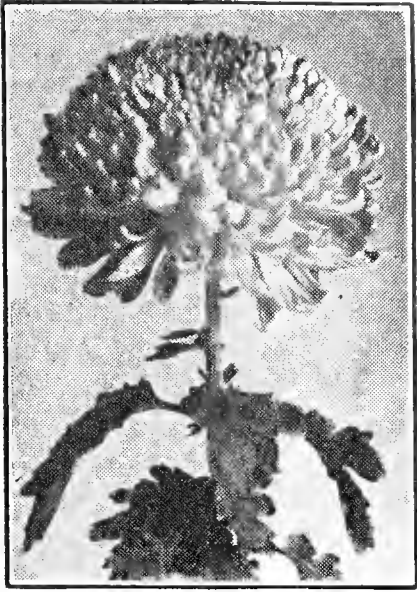
YELLOW

Rooted Cuttings, 60c per doz., \$3.00 per 100, \$27.50 per 1,000, except where noted. For Plants from 2¼ inch pots add \$1.50 per 100 extra.

Not less than 6 of one variety at doz. rate, 25 at 100 rate, 250 at 1,000 rate.

GOLD LODGE. The most popular early yellow of the day. A companion to Quaker Maid. Fine yellow with good stem and foliage, maturing first week in October.

GOLDEN OCTOBER. A rich golden yellow. Blooms October 10th, from early June planting, from terminal bud.

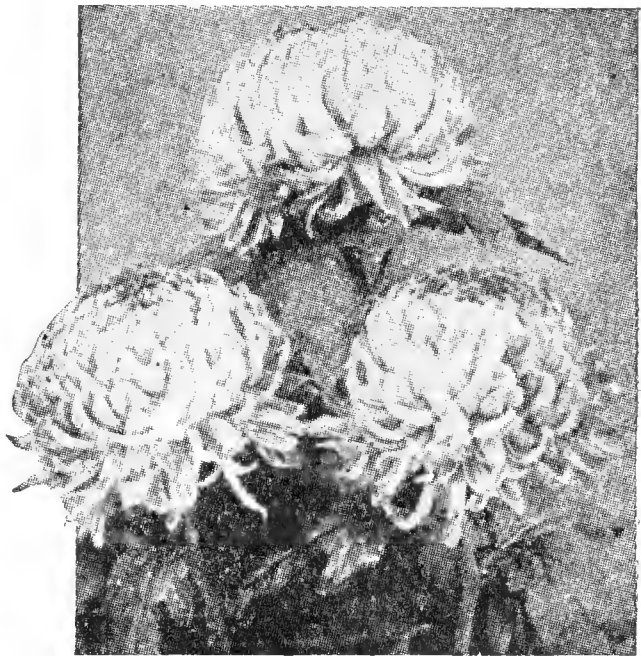


Mrs. H. E. Kidder

MRS. H. E. KIDDER. An Early bright yellow, very stiff, upright stem producing flowers seven inches in diameter. Four feet in height from June planting. Ready to cut October 15th from buds selected August 25th. We especially recommend this variety to those who desire a good early yellow.

COLUMBUS DISPATCH. A very large incurved deep yellow, possessing a remarkably strong upright stem. Height 5 feet from early June planting. Reserve bud September 1st. Blooms 8 inches in diameter are fully developed October 25th. C. S. A. Certificate.

SUN GLOW. Early bright yellow of the Bonaffan type maturing October 25th. Fine stem with foliage extending to the bloom, producing a high percentage of perfect blooms. Select bud about August 25th.

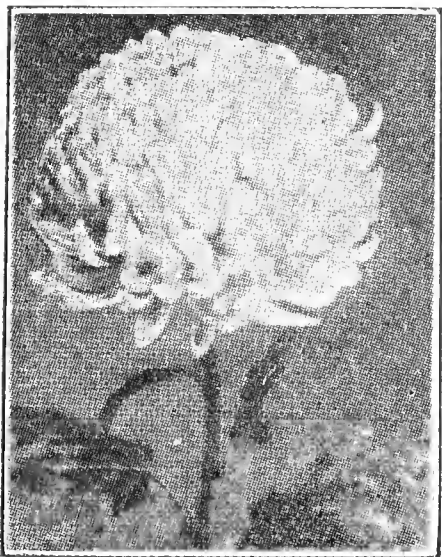


Sun Glow

CORONA. A deep golden yellow, incurved. Can be grown two or more blooms to a plant. Matures November 1st.

YELLOW WILLIAM TURNER. The yellow sport sent out by Smith is the variety we offer. It was selected by us from many sports of William Turner as being the brightest yellow. It is an excellent variety and ranks as one of the finest for exhibition. \$1.00 per doz., \$5.00 per 100, \$40.00 per 1,000.

CARDONIA. One of the finest yellows in point of color, deep, rich, and without



Corona

a trace of bronze. Solid flower of good size and texture. Strong stem. 4 to 5 feet from June planting. Matures first week in November. Take Terminal Bud.

YELLOW MONUMENT. A light yellow Sport of Monument with the same good qualities. Matures November 10th to 15th.

SECRETARY NEHRLING. Very perfect in form, of the true commercial type. Bright yellow. Stem heavy and strong with the foliage extending up to the bloom. Reserve bud August 15th to 20th. Height from early May planting 4½ feet. Flowers 5½ inches in diameter. Matures November 15th to 20th. C. S. A. Certificate.

FRIENDLY RIVAL. This is acknowledged the finest yellow ever produced considering its size, color, stem and foliage. Maturing November 10th to 15th. It is the brightest yellow of its season.

MAJOR BONAFFAN. Closely incurved, clear yellow of very fine substance. Its perfectly formed flowers are supported on strong stems with good foliage. Matures middle of November and later from buds selected September 10th.

MARIE DePETRIS. A wonderful golden yellow, incurved. Matures November 20th from buds selected August 20th. A perfect commercial in every respect.

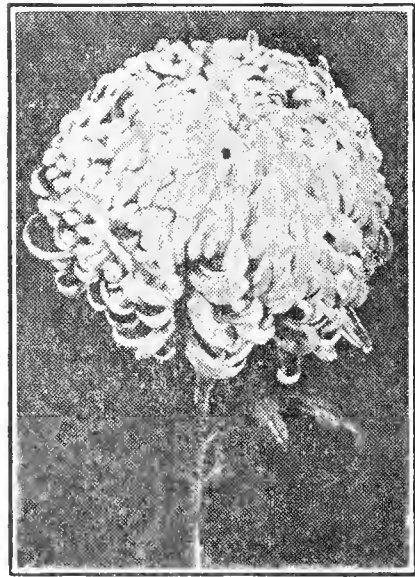
YELLOW PEARSON. Ours is the clear bright yellow sport of the popular bronze variety, Gladys Pearson, introduced to the trade by Baur-Steinkamp Co. Like its parent, it comes just right for Thanksgiving Day and should be planted heavily for that time.

GOLDEN MRS. ROSS. This sport is identical in every respect with its parent, except color, which is a much darker yellow, nearly approaching the color of Friendly Rival. Height, four feet. Matures November 28th.

MRS. NELLIE T. ROSS. Light yellow, possibly a shade lighter than that of Bonaffan. Its late flowering period, November 30th into December greatly enhances its value. A wonderful keeper. Do not reserve bud until early October. Height 4½ feet.

GOLDEN CHADWICK. When high-class blooms are the chief object this variety reigns supreme. Its rich yellow color, combined with good characteristics of the Chadwick's places it as one of the best late yellow varieties. Late plantings produce superior flowers from Thanksgiving to Christmas. \$1.00 per doz., \$5.00 per 100, \$40.00 per 1,000.

YELLOW CHATTANOOGA. A sport of Chattanooga, identical to its parent in every respect except color, which is an even shade of yellow, about same shade as Mrs. Nellie T. Ross, but blooms one week later from terminal buds.



Mrs. Nellie T. Ross

GOLDEN MISTLETOE. A good yellow, about the shade of Nellie T. Ross. Recommended as one to be planted largely as it comes to bloom when most other varieties are off.

STANDARD VARIETIES

LISTED IN ORDER OF FLOWERING

BRONZE

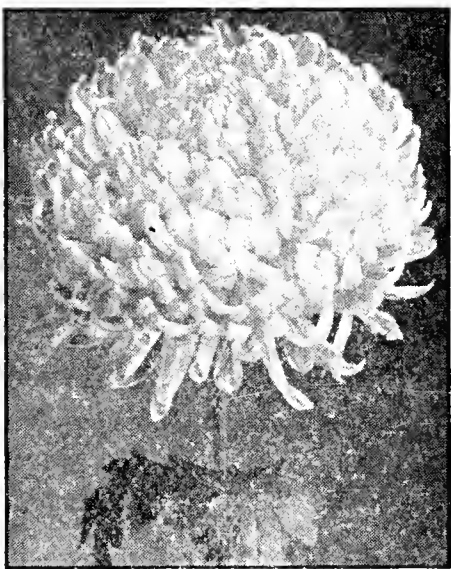
Rooted Cuttings, 60c per doz., \$3.00 per 100, \$27.50 per 1,000, except where noted. For Plants from 2¼ inch pots add \$1.50 per 100 extra.

Not less than 6 of one variety at doz. rate, 25 at 100 rate, 250 at 1,000 rate.

INDIANOLA. Early large flowered Bronze. Color a wonderful combination of old gold and bronze. 4 feet from June planting. Take bud last week in August.

HILDA H. BERGEN. One of the most useful commercial types of Chrysanthemums. Color is a deep rich mahogany bronze and every bud produces a perfect flower, even when grown four or five to the plant. Strongly recommended as being absolutely 100 per cent perfect in every way. Matures October 8th.

MOHAWK TRAIL. A very rich shade of bronze with those reddish tones suggestive of Autumn foliage. Buds September 5th. Matures October 20th.



Keystone

KEYSTONE. An early bronze larger than Indianola and more decided in color when early buds are reserved. The upper surface of the petals is brownish Chinese orange, reverse side buff. Flowers 8 inches in diameter are double from any bud. Strong upright growth, small foliage. Height 4 feet. Select bud August 30th. Matures end of October.

DETROIT NEWS. Matures October 25th and is the best bronze of that season. Incurved, showing golden reverse which gradually reflexes, presenting more of the bronze tone. Wonderful substance and keeping qualities either cut or uncut. Select bud August 30th. Blooms 6 inches in diameter. Height four feet.

GLITTERS. Different from anything you now have. The straight petals give it a radiating effect and when the light strikes the wonderful bronze color it fairly glitters, hence the name. Should prove the most useful variety for local trade. Blooms November 1st from terminal bud.

MRS. A. J. STAHELIN. A good commercial bronze to fill the gap between Detroit News and Gladys Pearson. Color is golden bronze with reverse of petals bright yellow. Unusually rigid stem with small foliage extending to the bloom. Height four feet from early June planting. Maturing November 15th. Flowers 6½ inches in diameter.

GLADYS PEARSON. A new shade for Thanksgiving use, maturing November 20th to 25th. The upper surface of the petals is apricot and the reverse buff, which illuminates under artificial light to be bright orange. Strong grower, 5 feet from June planting. Best bud September 30th.

OAK LEAF or DARK GLADYS PEARSON. A deep bronze of Oak leaf shade, hence its name. Habit of growth and characteristics identical with its parent, Gladys Pearson. This variety is truly the most beautiful of the bronze Mums and we recommend planting it heavily for Thanksgiving when it is at its best.

BRONZE MISTLETOE. A sport from Pink Mistletoe, identical in every respect except color. Very serviceable where late Bronze flowers are desired. Select bud September 30th. and later.



Gladys Pearson

STANDARD VARIETIES

LISTED IN ORDER OF FLOWERING

RED

Rooted Cuttings, 60c per doz, \$3.00 per 100, \$27.50 per 1,000, except where noted. For Plants from 2¼ inch pots add \$1.50 per 100 extra.

Not less than 6 of one variety at doz. rate, 25 at 100 rate, 250 at 1,000 rate.

GARNET KING. The finest red yet produced, color garnet, enhanced by a silken sheen. Very slight contrast between upper and reverse side of the petals. Retains its remarkable color either on the plants or cut unto its end. Fine stem and foliage. Buds selected September 20th, matures November 20th.

MOHAWK CHIEF. The latest crimson to date, its reflexed form showing this color to best advantage. Matures the end of November into December. Buds selected October 1st and later for best color. 7½ inches in diameter. Height 3 feet.

P O M P O N S

Pompons are fast increasing in demand for retail trade for the reason that they are more satisfactory as a cut flower in the modern home, standing up under the change in atmosphere far better than the large flowering type.

The selection is more varied in colors and types, ranging from the smallest button of $\frac{1}{2}$ inch in diameter to the larger and beautiful anemone type, attaining a size of 7 inches in diameter when disbudded.

Keep your customers interested in flowers. They tire of the same things year after year.

In the following pages you will find a very complete and up-to-the-minute selection of all sizes, types and colors.

NEW POMPONS FOR 1937

Rooted Cuttings \$2.50 per dozen, \$15.00 per 100. Not less than 6 of one variety at the dozen rate, 25 at the 100 rate. For Plants from Pots add \$1.50 per 100 Extra.

AVALON

Introduced By DePetrus

A large flowered late pompon, producing crisp blooms of coppery orange on rigid well formed sprays. An excellent grower and producer, which matures for Thanksgiving and later. Its rich coloring, excellent spray formation and productiveness make this variety a welcome addition to the late flowering large pompon group.

MRS. MARY HOOKER

Introduced By Bristol Nurseries

A vivid, striking, velvety crimson variety, ready to cut about November 15th. The flowers are large of the decorative pompon type, fully 3 inches across and are carried on strong branching sprays. Growth vigorous, attaining a height of 3 feet under good average culture. A first class producer with a color so rich that it appeals instantly to the market buyer.

WHITE ANEMONE

(The Wedding Mum)

A large pure white of Anemone type, superior to all others because of its snow white cushion, size of flowers, perfect spray formation and its numerous rows of glistening white guard petals. A fast and strong grower. Flowers four inches in diameter when grown in sprays. Blooms normally late October into November. Responds well to shading for earlier blooming. Awarded First Class C. S. A. Certificate.

NEW DOUBLE HARDY KOREANS

Introduced By Bristol Nurseries

Rooted Cuttings \$3.50 per doz., \$25.00 per 100.

THE MOOR

Here is an introduction that has been greatly admired by many who fancy this particular color, best described as amaranth-purple or port-wine-red. It is noted for its intensity and brilliance in the garden. Flowers 3 inches across, double, produced freely and keep well when cut. In full flower in late September. Height 2 feet. Very hardy.

KING MIDAS

In profusion of flowers, there is no double hardy Chrysanthemum comparable to this lovely newcomer. The plants are literally covered with flowers for a very long period, commencing in late September and continuing throughout October. Flowers average 4 inches in diameter are fully double and a charming shade of soft yellow with the faintest bronze shadings appearing occasionally. Growth very branchy, attaining an average height of 2½ ft. Very hardy.

EMBER

This is a remarkably hardy and rugged Chrysanthemum which apparently withstands all weather conditions. In color, a brilliant glowing bronze that stands out conspicuously in comparison with any others in this color. It is a combination of coral and orange shades that cannot be described accurately, ever changing with the light, but always compelling. The bloom is not too double and of excellent form, 2½ inches in diameter. Flowering in mid October. Height 2½ feet.

INTRODUCTIONS OF 1936

For Plants from 2¼ inch pots add \$1.50 per 100 extra. Not less than 6 of one variety at doz. rate, 25 at 100 rate, 250 at 1,000 rate.

STARDUST. Color a rich golden yellow. Buds on first opening have golden bronze tints that clear to a beautiful golden yellow. The individual blooms are perfectly shaped about two inches in diameter. Stem is very strong and flowers are held well apart, with hard dark green foliage. Makes a heavy well arranged spray attaining a height of four feet. Maturing in December. Grown cool will yield a good crop for Christmas, which we enjoyed this season. Rooted Cuttings, \$1.50 per doz., \$7.00 per 100, \$65.00 per 1,000.

BUTTERCUP. The flowers are large, 2½ to 3 inches across—of good form and produced in branching sprays. Color—pure buttercup yellow. Growth—strong and healthy, about 4 feet under average culture. Fine keeping qualities. Ships well and will prove a popular and highly profitable market variety. Matures December 5th. Rooted Cuttings \$1.50 per doz., \$8.00 per 100.

GLOW. A glowing orange, with deep reddish orange shades at the center. The individual flower is about 2 inches across, of perfect rounded form, carried several to a spray and so well placed that

each flower appears to advantage. Growth wiry and erect, keeping qualities excellent. Ready to cut for Thanksgiving. It can be grown cool for mid-December cutting. Height 3½ to 4 feet. Awarded C. S. A. Silver Medal. Rooted Cuttings \$1.50 per doz., \$8.00 per 100.

FEZ. Color a fine chestnut crimson that commands attention on the market. Flowers 1½ inches across. Growth upright and sturdy producing well branched sprays. Matures November 10th. Possesses fine keeping qualities. Rooted Cuttings. \$1.00 per dozen, \$6.00 per 100, \$50.00 per 1,000.

STANDARD VARIETIES OF POMPONS

LISTED IN ORDER OF FLOWERING

WHITE

Rooted Cuttings: 60c per doz., \$3.00 per 100, \$27.50 per 1,000, except where noted. For Plants from 2¼ inch pots add \$1.50 per 100 extra.

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IRENE. True pompon type. Color pure white. Upright, wiry stems. Height 3 feet. Matures first week in October.

GRETA. A pure white pompon to follow Irene. Blooms October 20th. Free flowering with strong upright stems.

EVELYN L. BAER. For description see page 20.

SNOWCLOUD. (Baur-Steinkamp). An early flowering white. Makes fine sprays and gives good yield. Foliage is small, which permits close planting. Blooms are round and medium sized. Blooms October 15th. Fine for shading.

SEA GULL. Pure white, large flowered pompon which makes a well arranged spray. Medium height and very productive.

WHITE LILLIAN DOTY. For description see page 17.

CHICAGO PEARL. This variety has proved to be the finest white pompon we have ever grown. The bloom is almost ideal in form and is pure white in color. The general plant habit is good. The sprays are large and flowers carried well apart. Blooms November 15th to 25th.

CORDOVA. A large, very free flowering white pompon coming into perfection after November 25th, just right for Thanksgiving. Diameter of flowers, two and one-half inches. Strong upright stem and medium height.

ROYAL QUEEN. Strong, upright growth; attains 3 feet in height; has strong stem and ample foliage. True pompon form, 2¼ inches in diameter. Fully developed December 5th. Color pure white. C. S. A. Certificate scoring 94 points.

STANDARD POMPON VARIETIES

PINK

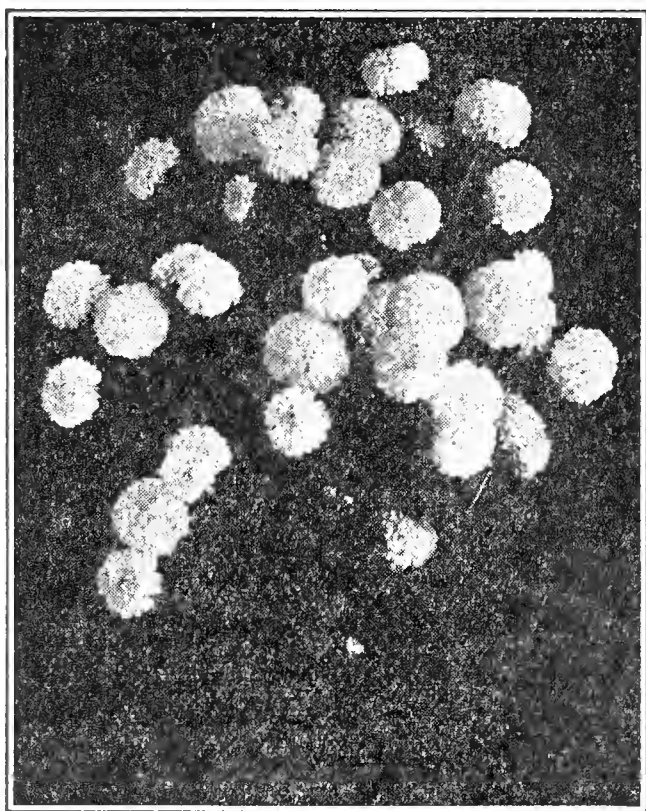
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Not less than 6 of one variety at doz. rate, 25 at 100 rate, 250 at 1,000 rate.

JEWELL. A very early bright pink large flowered button pompon. Medium height and blooms October 1st to 15th.

IRRIDESCENT. The color is a wonderful combination of the various shades of yellows and pinks. Most effective just before fully matured when all shades are at their height. A good grower, producing strong sprays. Medium in height. Blooms October 15th. Can be cut about two weeks earlier outdoors.

LETITIA. Similar to Pink Dot, light pink with dark pink center. Blooms two weeks earlier than Pink Dot, about October 15th. Vigorous grower and gives good yield.



Ardith

BALANDUS. For description see page 17.

CAZLONIA. For description see page 17.

ARDITH. A lovely soft shade of clear pink. Very double possessing firm textures. Produces large spreading sprays with strong stems. Of the true pompon type. Flowers one and three quarters inches in diameter. Height four feet when planted middle of June. Matures November 15th. C. S. A. Certificate scoring 89 points.

CRIMSON SHEEN. For description see page 17.

WESTERN BEAUTY. A fine rose pink. Flowers are of medium size produced on straight rigid stems. Middle of November and Thanksgiving.

THYRA. Of the most perfect form, full to the center. Color is dark pink, has excellent stem and foliage. Growth about five feet when planted end of April. Flowers mature November 1st, and are three and one-half inches in diameter. C. S. A. Certificate.

USONA. A bright pink variety for Thanksgiving. Very productive, with a strong upright growth. Height 2½ feet.

ROSELEA. A very late pink and rather peculiar from the fact that the edges of the petals are bright pink, similar to Usona, and the center of the petals is cream color. Flowers $1\frac{3}{4}$ inches in diameter are spaced sufficient distance apart to show them to their best advantage. Does not flower until after December 1st. Height four feet.

STANDARD POMPON VARIETIES

YELLOW

Rooted Cuttings: 60c per doz., \$3.00 per 100, \$27.50 per 1,000, except where noted. For Plants from $2\frac{1}{4}$ inch pots add \$1.50 per 100 extra.

Not less than 6 of one variety at doz. rate, 25 at 100 rate, 250 at 1,000 rate.

RODELL. An early yellow pompon, blooming October 20th. Fine upright growth.

IMPROVED RODELL. A Sport of Rodell. A much stronger grower, with larger blooms. \$4.00 per 100, \$35.00 per 1,000.

CORA PECK BUHL. Resembles Golden Climax in growth and form of flowers. Height 3 feet. Ready to cut October 25th.

MARY LENNON HALL. Clear rich yellow large flowered pompon vigorous grower. Tall. Matures November 1st.

GOLDEN BABY. The smallest of the pompon type. Clear yellow, blooming November 10th. Very prolific and good for pot work.

YELLOW FELLOW. Very fine large flowering yellow pompon, coming to bloom November 15th.

BETTY WATKINS. The flowers are golden bronze, $1\frac{1}{2}$ inches in diameter, and carried well upon strong sturdy stems. This variety makes nice sprays. Ready for cutting November 25th.

YELLOW BIRD. A perfectly formed pompon of a rich shade of yellow. Edges of the petals notched, which makes it most attractive and sells readily. Very productive and of firm substance. Matures November 20th.

YUVAWN. Very bright yellow blooms on strong stems, makes nicely arranged spray and very desirable for Thanksgiving trade. Matures November 20th. Height 3 feet. Makes a fine pot plant.

UNALGA. An intense yellow having large blooms. Matures November 20th. Good disbudded.

GOLDEN SCEPTRE. A perfectly shaped bright yellow pompon of intermediate size, and one of the very best sellers as a cut flower. Produces heavy, well arranged sprays. Height three feet. Matures November 25th.

MODENA. (E. D. Smith). Upright growth with stiff, wiry stem. Color, clear yellow. Matures November 30th from June 15th planting. Height $3\frac{1}{2}$ feet. Diameter of flowers 2 inches. C. S. A. Certificate scoring 93 points.

BUTTERCUP. For description see page 10.

STARDUST. For description see page 10.

STANDARD POMPON VARIETIES

BRONZE

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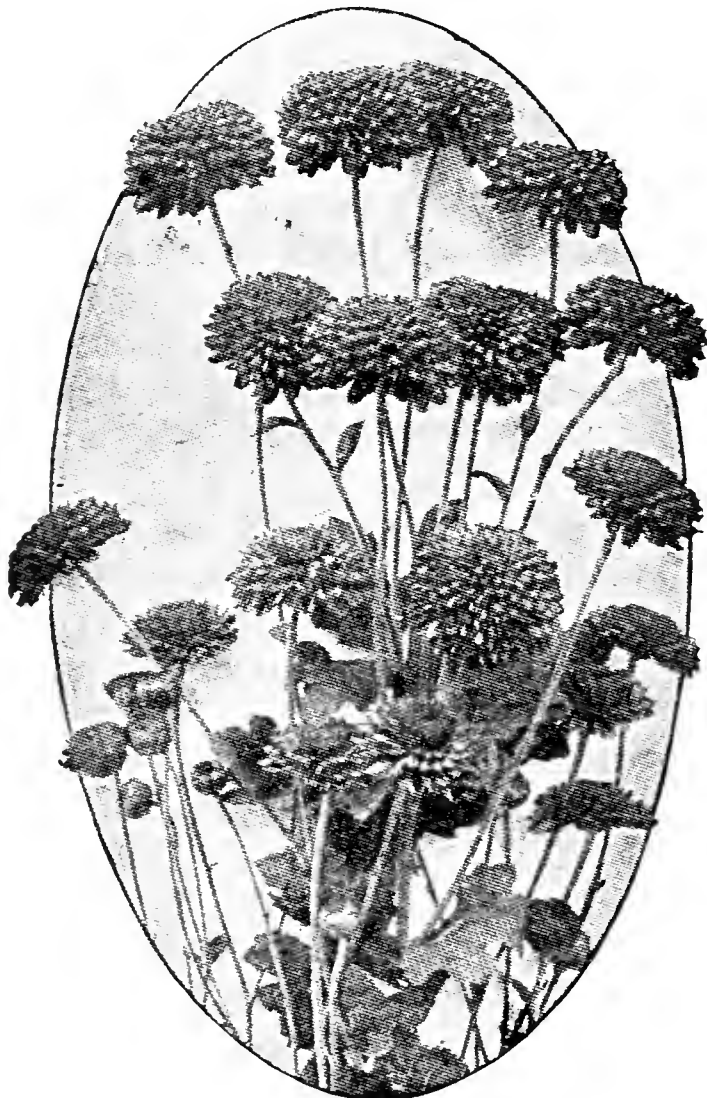
BONNIBEL. A very distinct pompon of orange buff color. 1¼ inches in diameter. It is very free flowering and of dwarf growth, about two and one-half feet in height. Matures about October 15th.

FAINA. A rather dark bronze. Flowers two inches in diameter may be cut October 30th. Strong upright stem. Excellent for pot work. C. S. A. Certificate.

ARIANA. For description see page 17.

NEW YORK. Very attractive bronze pompon of the button type. Maturing early November. Small hard foliage permits close planting.

NOVEMBER BRONZE. A rich and beautiful combination of old gold and bronze, but of even shade. Large perfectly formed flowers on long strong stems. This variety makes a much better spray than its sister variety, Dorothy Turner, but in a distinctly lighter shade. Maturing November 10th.



New York

LEGAL TENDER. Color is a combination of bronze and gold which is most attractive. Belongs to the intermediate section. A strong grower and of medium height. Maturing November 20th and later.

BRISTOLITE. A perfectly formed pompon on the order of November Bronze but with stronger growing habits. Color is best described as being several shades lighter than the November Bronze, or a rich orange yellow, slightly intensified at the base of the petal. Matures November 20th.

FRANK WILCOX. Golden bronze of special merit, being of dwarf and sturdy growth, it makes a fine pot plant and is excellent for cutting. At its best around Thanksgiving.

PRINCETON. A wonderful large pompon with good stem and excellent spray formation. Its color is a beautiful deep golden yellow suffused with orange. It matures around the middle of November and is a great improvement upon existing varieties of its type. Awarded Silver Cup. Rooted Cuttings \$4.00 per 100, \$35.00 per 1,000.

FEZ. For description see page 11.

ZOE. (Baur-Steinkamp). A golden bronze of the large button type to follow New York in bloom. Blooms November 20th and later. Grows medium in height and branches well, giving a good yield. We recommend the variety very highly.

JOAN. (E. D. Smith). Color, bronzy orange; edge of petals slightly concaved, showing the golden reverse. Is very productive and makes well formed sprays. Height, four feet when planted early in June. Flowers $2\frac{1}{4}$ inches in diameter. Ready to cut November 20th. C. S. A. Certificate scoring 95 points.

DOROTHY TURNER. This striking pompon, a lively combination of bronze and old gold, reaches maturity for the Thanksgiving Market. The individual blossoms being well placed and supported by strong stems.

ROWENNA. A large flowered pompon of a medium shade of bronze that comes in for Thanksgiving and later. Has strong stem with good dark foliage that sets off the well arranged spray. Good shipper and keeper. Height 3 feet.

GLOW. For description see page 10.

AVALON. For description see page 9.

STANDARD POMPON VARIETIES

RED

Rooted Cuttings: 60c per doz., \$3.00 per 100, \$27.50 per 1,000, except where noted. For Plants from $2\frac{1}{4}$ inch pots add \$1.50 per 100 extra.

Not less than 6 of one variety at doz. rate, 25 at 100 rate,
250 at 1,000 rate.

SHEILA. A dark mahogany colored pompon of reflexed form, maturing October 30th. Flowers $1\frac{1}{2}$ inches in diameter. The color of this variety is distinct from any we have previously offered. C. S. A. Certificate.

FLAME. The color is a bright bronze, suffused with yellow, giving it a bright hue, suggesting the name that has been given it. Works in fine on autumn leaf effects. Strong grower. Blooms first week in November.

FIRE BALL. For description see page 18.

MARY HOOKER. For description see page 9.

RED WINGS. This we believe the best intermediate Red produced. A dark even shade, upright growth, producing wonderful sprays. Maturing November 15th to 20th, comes just right for

Thanksgiving when the darker shades are in demand. Flowers 1½ inches. Height 3 feet.

RED BEAUTY. A clear dark red sport of the very popular Dorothy Turner. This variety sported with us in 1931 and has bloomed constant and true to color each year. It does not fade to the bronze at any stage. Habit and growth identical to its parent.

HELEN HUBBARD. The best Crimson decorative grown. In heavy demand for Thanksgiving trade. The color is a rich velvety crimson, which does not fade. Growth is excellent.

STANDARD ANEMONE CHRYSANTHEMUMS

Rooted Cuttings: 60c per doz., \$3.00 per 100, \$27.50 per 1,000, except where noted. **For Plants from 2¼ inch pots add \$1.50 per 100 extra.**

Not less than 6 of one variety at doz. rate, 25 at 100 rate, 250 at 1,000 rate.

BLANCHE. The improved Garza. Color, white with cream center. A very attractive flower and a good grower. Matures October 27th.

WHITE ANEMONE. For description see page 9.

PRIMROSE. Clear Yellow Anemone. Maturing November 5th. Very prolific and being of dwarf habit makes an excellent pot plant.

BUFF QUEEN. For description see page 18.

GRAF VON ORIOLE. A darker and clearer color than Norma, with full yellow cushion center. Good stem and foliage. Disbudding recommended but makes a good spray. Matures November 20th.

ROLINDA. Orange Bronze Anemone. Not a large flower but very prolific. Can be grown in nicely arranged sprays without disbudding. Matures November 20th and later.

NORMA. A large flowering orchid-pink anemone with golden-pink cushion, making a very striking combination. Matures November 25th. Disbudded flowers 4 to 5 inches in diameter. Makes a good spray grown as pompon.

SUSANNE MILLER. A golden-yellow team mate of Norma. Matures November 25th. Disbudded flowers 4 to 5 inches in diameter. Makes a good spray.

SUNSHINE. A large flowered yellow anemone of the pompon type, with the cushion center much brighter than the ray petals. Being of dwarf, sturdy growth is ideal for pot culture. Disbudding is recommended, but makes a good spray. Matures end of November.

BEAUTIFUL LADY. For description see page 18.

CRIMSON GLOW. For description see page 18.

GARZA SUPREME. Pure white sport of Garza, coming into bloom during December. Producing very perfect, full rounded flowers on strong stems. The latest flowering anemone. Is in heavy demand owing to its lateness.

YELLOW GARZA SUPREME. This is a good clear yellow sport of Garza Supreme, the most popular anemone ever produced owing to its lateness and abundance of bloom.

The Flower Buying Public each year are demanding more of the oddities in Chrysanthemums and the grower who carries a good assortment of the Anemone, Single, and Shaggy Large Flowering Pompons will be well prepared for this demand in "Mum" Season. This season can be lengthened greatly by securing the earliest and latest flowering Varieties which usually command premium prices.

POMPONS AND ANEMONES SUITABLE FOR DISBUDDING

Following are several varieties more suitable for disbudding, than for growing in sprays. While all these are satisfactory grown in sprays, they have been crossed with the large flowering type and do not make the graceful spray for which pompons are so often admired. This type is becoming extremely popular owing to the size and perfectness of the flowers. Every grower should have some of these for variety.

POMPONS

Rooted Cuttings: 60c per doz., \$3.00 per 100, \$27.50 per 1,000, except where noted. For Plants from 2¼ inch pots add \$1.50 per 100 extra.

Not less than 6 of one variety at doz. rate, 25 at 100 rate, 250 at 1,000 rate.

ARIANA. A golden buff pompon suitable for disbudding, and maturing about October 20th. Flowers three and one-half inches in diameter.

CRIMSON SHEEN. Purplish Amaranth of the decorative type. Exceedingly brilliant and unusual in color. Three and one-half to four feet in height, blooms four and one-half inches in diameter. Matures October 20th. C. S. A. Certificate.

BALANDUS. A light pink with cream reverse, somewhat darker in color than Lillian Doty. Incurved and Globular in form; strong in growth. Height, 4½ feet when planted in early June. Diameter of flower 3½ inches. Ready to cut October 25th. This variety and the following we find superior to Lillian Doty.

CAZLONIA. (E. D. Smith). Very symmetrical in form—a perfect ball. Color, rose pink with a mauve reverse. Strong, upright growth. Height, 3 feet when planted early in June. Flowers 3 inches in diameter. Cut October 25th. C. S. A. Certificate scoring 88 points.

LILLIAN DOTY. This variety we have discarded conceding its place to Balandus which we find far superior in all respects.

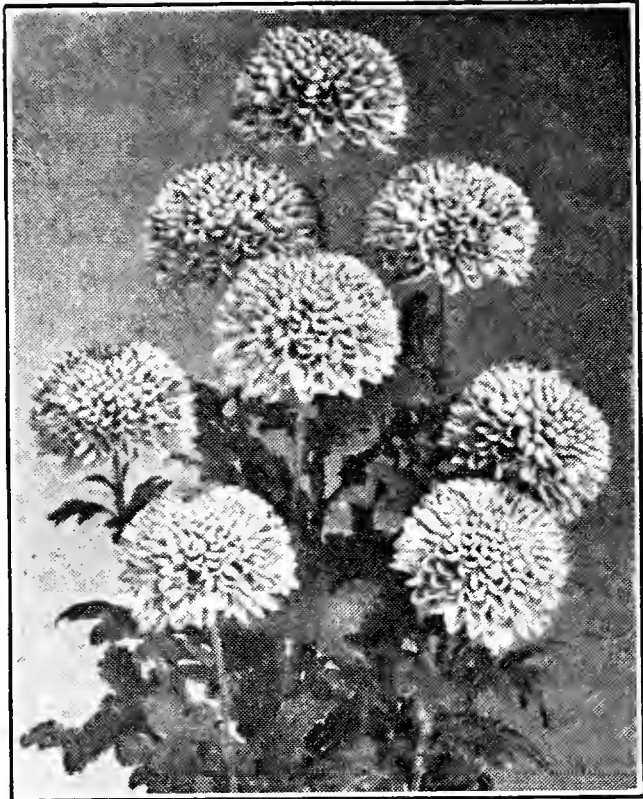
WHITE LILLIAN DOTY. A pure white sport of the well-known variety, Lillian Doty. 3 inches in diameter.

THYRA. For description see page 12.

FIRE BALL. The first bright crimson large or disbudded pompon. Possesses Wonderful dark, glossy foliage which extends up to the bloom and the stem is exceedingly rigid. Attains a height of four feet from late April planting. Ready to cut November 2nd. Diameter of flowers three and one-half inches. Will also make an excellent dwarf pot plant.

UNALGA. Suitable for disbudding. See page 13.

CORDOVA. (White). Suitable for disbudding. See page 11.



Disbudded Pompon

ANEMONES—SUITABLE FOR DISBUDDING

BUFF QUEEN. The larger anemone type, 6½ inches in diameter when disbudded. Color of both ray and disc florets is buff. Makes a good spray. Matures November 1st.

GRAF VON ORIOLE. For description see page 16.

NORMA. For description see page 16.

SUSANNE MILLER. For description see page 16.

BEAUTIFUL LADY. A very striking anemone flowered variety with exceedingly prominent cushion of creamy white, contrasting with the ray florets, which are of a bright shade of pink. Flowers are 5 inches in diameter with a 3 inch cushion. Early planting is recommended. Height 3½ feet. Matures November 20th.

CRIMSON GLOW. Crimson maroon with both ray and disc florets of the same even shade. Excellent stem and foliage. When disbudded matures very perfect flowers four inches in diameter. Matures November 25th and later. Ideal for pot plants, attaining a height of 24 to 28 inches.

SINGLE CHRYSANTHEMUMS

Rooted Cuttings: 60c per doz., \$3.00 per 100, \$27.50 per 1,000, except where noted. For Plants from 2¼ inch pots add \$1.50 per 100 extra.

Not less than 6 of one variety at doz. rate, 25 at 100 rate, 250 at 1,000 rate.

MELBA. This variety is admirably adapted to pot culture either as a small dwarf plant or a large specimen, depending on the time of propagation and culture. The color is an orange bronze with a distinct circle of yellow at the base of the petals and surrounding

the green disc. The flowers, when grown in sprays are about 4 inches in diameter. Matures November 10th.

VALENCIA. A splendid new orchid pink single maturing November 30th. \$4.00 per 100, \$35.00 per 1,000.

HASEGAWA POISETTIA. Red single. Height medium. Maturing for Thanksgiving. \$1.50 per doz., \$7.00 per 100.

THE GODFREY FAMILY

This family of Single Chrysanthemums in 8 distinct colors is one of the most profitable for late flowering, coming in for Thanksgiving and later. Makes a beautiful spray as the flowers are held well apart on long wiry stems. Owing to its height, is especially good for Basket and Decorative work. Pinching not later than September 15th. will mature middle of December and later.

Bronze Godfrey. Beautiful glowing dark bronze.

White Godfrey

Mrs. E. D. Godfrey. Clear light pink.

Yellow Godfrey

Miss Gladys. Golden bronze

Christmas Cheer. Red Godfrey

Marguerite Waite. Clear deep pink. **Miss Isabelle.** Clear soft bronze.



Vase of Godfrey

CHRYSANTHEMUMS FOR POT CULTURE

The Caprice Family

Rooted Cuttings: 60c per doz., \$3.00 per 100, \$27.50 per 1,000, except where noted. For Plants from 2¼ inch pots add \$1.50 per 100 extra.

Not less than 6 of one variety at doz. rate, 25 at 100 rate, 250 at 1,000 rate.

Caprice White
Caprice Yellow
Caprice Purple

Caprice Butlers, Pink
Caprice, Kathleen Thompson, Bronze
Caprice Du Printemps, Rose

The following Standard Pompons are excellent for pot work.

Greta. White Pompon	Bonibelle. Bronze Pompon
Blanche. White Anemone	Faina. Bronze Pompon
Primrose. Yellow Anemone	Frank Wilcox. Bronze Pompon
Beautiful Lady. Pink Anemone	Melba. Bronze Single
Yellow Fellow. Pompon	Rolinda. Bronze Anemone
Yuvawn. Yellow Pompon	Red Wing. Red Pompon

HARDY EARLY FLOWERING CHRYSANTHEMUMS

Recommended For Outdoor Flowering.

These are expected to mature their blooms early enough to avoid frost but in our locality require some protection as we often have damaging frost by the end of September. All varieties are equally good for indoor cutting.

STANDARD HARDY EARLY POMPON VARIETIES

Rooted Cuttings: 60c per doz., \$3.00 per 100, \$27.50 per 1,000, except where noted. For Plants from 2¼ inch pots add \$1.50 per 100 extra.

Not less than 6 of one variety at doz. rate, 25 at 100 rate, 250 at 1,000 rate.

EARLY BRONZE. Color orange bronze. In full bloom September 20th and remains in fine condition until severe frost. Height 20 inches. Good as a pot plant.

BARBARA CUMMING. This variety is similar to Yellow Normandie in color. It is more prolific and blooms earlier with a larger flower. Flowers from late August to October.

JEAN CUMMING. A great improvement on older white varieties. Large flowers of purest white. Growth erect and wiry, height medium. Comes to bloom September 15th.

ELENA. Very attractive. Color is bright bronzy red. Petals slightly convexed. Very profuse flowering and dwarf growth, twenty inches in height. Two and one-half inches in diameter, maturing September 30th.

FLASH LIGHT. A bright glowing crimson, the first bright red to be included in the early hardy or garden section. Petals convex or roll outward. Matures September 30th, with flowers three and one-quarter inches in diameter.

R. MARION HATTON. Decorative pompon type of intermediate size. Free flowering and the earliest to bloom. Color is a bright canary yellow, maturing late September.

OCTOBER GIRL. The most prolific flowering variety, is of vigorous and branchy habit. The semi-double flowers are 2 inches in diameter. Pink on opening, shading to lavender when fully opened. Matures October 1st.

EVELYN L. BAER. A very pure white, perfectly formed button pompon. A trifle smaller than Irene and much more productive. The individual flowers are held well apart on strong wiry stems. Height 3 to 4 feet. Matures 1st week in October.

SONOMA. A bronze with golden reverse and gold tipped petals. A profuse bloomer, coming into color October 1st. Flowers 2½ inches in diameter.

VIVID. A very striking and effective variety, the color of which very closely approaches that of the **American Beauty Rose**, a rosy crimson or amaranth shade new to the earlier flowering Chrysanthemums. Flowering October 1st, it is extremely vigorous and very free.

FRANCIS WHITTLESEY. A very decided improvement in this particular color. Habit is stocky and dwarf, averaging 18 inches in height. Color, rich bronze and garnet. It commences to flower in late September and makes a gorgeous showing through October, having the ability to resist considerable frost in the open flowers.

NORMANDIE. Delicate pink, changing to nearly white.

YELLOW NORMANDIE. A bronze yellow sport of Normandie, which is ample proof of its value.

NATOMA. A very fine bright pink. Decorative type and very productive. Blooms two and one-half inches in diameter, matures October 10th. Height two feet.

YELLOW GEM. This very neat and attractive Pompon carries many well formed small flowers, less than an inch across. The color is a bright canary-yellow without shading, and the growth is wiry and compact, averaging 18 inches in height. In full flower in early October.

RUTH CUMMINGS. A reddish bronze seedling from Normandie. Is of dwarf compact growth, coming into bloom about October 15th. It is also very valuable for indoor growing.

KOREAN HYBRID CHRYSANTHEMUMS

Introduced By Bristol Nurseries 1935

Rooted Cuttings: \$1.00 per doz., \$6.00 per 100, except where noted.

These new creations, developed from the extremely hardy Korean Chrysanthemums, natives of Korea, are considered more hardy and should be tried by those in particular who have had difficulty in overwintering other types of Hardy Chrysanthemums. The colors are bright and unusual.

These new Korean Hybrids are extremely free flowering. A small cutting will make a plant with a spread of thirty inches and twenty inches high, completely covered with single flowers two and one-quarter inches in diameter. Very strong, wiry stem supports each flower. For garden, cut flower or pot plant work it is excellent.

APOLLO. A combination of bronze, red and gold.

DIANA. A combination of lilac, rose and salmon.

CERES. A combination of chamois—yellow and coppery gold.

MARS. Deep Amaranth-red.

MERCURY. A combination of coppery bronze and red.

DAPHNE. Lovely Daphne-pink.

DAZIRA. (E. D. Smith). White with soft pink shading.
INNOCENCE. White, changing to soft pink.
VENUS. Lilac-pink with rose lavender shadings, \$2.00 per doz., \$12.00 per 100.
ORION. Brilliant canary-yellow, \$1.50 per doz., \$8.00 per 100.

**CARNATIONS—FIELD PLANTS AND ROOTED CUTTINGS
CLEAN, HEALTHY STOCK, FREE FROM DISEASE**

We offer Rooted Cuttings of the following varieties up to May 1st.

	Per 100	Per 1,000
My Love, White	\$10.00	\$90.00
My Love, Variegated	8.00	75.00
Patrician, White	5.00	45.00
Morning Glow, Soft pink	4.00	35.00
Boston Ward, Deep pink	5.00	45.00
Betty Lou, Deep pink	5.00	45.00
My Love, Deep pink	6.00	50.00
Peter Fisher, Medium pink	7.00	60.00
Spectrum Supreme, Scarlet	6.00	50.00
Johnson's Crimson, Dark red	5.00	45.00
Maine Sunshine, Yellow	6.00	50.00

BEDDING AND GREENHOUSE PLANTS

	Rooted Cuttings		2¼ inch pots	
	Per 100	Per 1,000	Per 100	Per 1,000
Alyssium, Double	\$1.25	\$10.00	\$4.00	\$35.00
Ageratum, Fraseri, Improved ...	1.25	10.00	4.00	35.00
Ageratum, Cardinal Mundelein ..	1.25	10.00	4.00	35.00
Coleus, Assrt.	2.00	17.50	3.50	30.00
Heliotrope, Common Sweet	1.25	10.00	4.00	35.00
Ivy, English	1.50	12.50	5.00	45.00
Ivy, German or Parlor	1.25	10.00	3.50	30.00
Lantanas, Trailing Queen, Lavender			4.00	35.00
" Beincourt, Pink and cream			4.00	35.00
" M. Schmidt, Best Orange			4.00	35.00
Marguerites, Common white			3.50	30.00
Neurumbergia			4.00	35.00
Stevia	1.50	12.50	3.50	30.00
Salvia America	1.25	10.00	4.00	35.00
Swainsona, G. Alba			6.00	60.00
Tradescantia, Green and red	1.25	10.00	3.50	30.00
	3 in. pot	3½ in. pot	4 in. pot	
	Per 100	Per 100	Per 100	
Dracaena Indivisor	\$10.00	\$15.00	\$20.00	

For plants from 3 inch and 4 inch pots ask for prices.

CHRYSANTHEMUMS

MEMORANDUM

Varieties to grow next year

Quantity

TERMS OF SALE

Prices quoted are for the trade only.

Parties outside of the trade add 20% to prices quoted.

Orders from new customers must be accompanied by remittance or satisfactory reference.

Terms—Cash, unless special arrangements are made for credit. All accounts are due 30 days from date of shipment. If unpaid, interest at the rate of one-half per cent per month will be charged.

If shipment is requested to be sent C. O. D. at least on fourth of the amount in cash must accompany the order to insure acceptance.

Register all letters containing Currency.

QUANTITY—We will sell not less than 6 of any one variety at the dozen rate, 25 at the 100 rate and 250 at the 1,000 rate. Orders for less than 6 of any standard variety will be billed at the retail price of 10 cents each and up, according to list price of variety selected.

We send out first class stock, carefully inspected and packed, and delivered to the Post Office or Express Company in good order, after which plants Travel at Buyer's Risk. We hold ourselves responsible for such errors, as omissions, miscount and misdirected shipment and will gladly rectify same should they occur.

CLAIMS FOR DAMAGES—All claims for damages must be assumed and entered against the carrier by the buyer, the shipper's responsibility ceases upon delivery to such agents in good condition. If shipments forwarded by express are delayed or arrive in damaged condition be sure to have your agent examine the shipment and sign for the extent of the damage and you will have no trouble to collect from the express companies for the same.

PARCEL POST CHARGES—On all charge orders actual postage will be added to the invoice. Paid orders should include postage at the rate of 10 cents for the first hundred cuttings, 4 cents for each additional hundred, Plus Special Delivery Fee when so Requested at the following rate. Up to 100 cuttings 15c—up to 500 cuttings 25c—for each 1,000 cuttings, 35c.

We would consider it a favor to be informed just how stock arrived and to what degree they are satisfactory or otherwise, and in case of any part of shipment not being satisfactory for other reasons than that caused by transportation same should be **reported or returned** to us at once, for satisfactory adjustment. No claims honored unless postmarked within 24 hours after Receipt of Shipment.

NON-WARRANTY—It is our aim to satisfy our customers by sending good stock at a reasonable price. While we exercise the utmost care to make every shipment satisfactory and profitable to you and keep stock true to name, **WE GIVE NO WARRANTY, EXPRESSED OR IMPLIED**, on the same, either as to varieties or product, and we are in no way responsible for the crop. All orders Received will be Executed on these conditions only, and they must be accepted by the customer when ordering.

All orders filled in strict rotation and as soon as stock is ready.

We believe Early ordering to be of mutual advantage.

For Plants from 2¼ inch pots add \$1.50 per 100 extra.

ROOTED CUTTINGS ready for delivery February 15th on. Strong Rooted Cuttings are easily established and transported at less risk than Potted Stock.

THE PRESS PUBLISHING CO.
Stafford Springs, Conn.